



Deer Lakes, Allegheny County



Tuscarora Creek, Huntingdon and Juniata counties



Stony Creek, Dauphin County



Sherman Creek, Perry County



Sherman Creek, Perry County



Opossum Lake, Cumberland County



Inaugural Angler Thank You Campaign A Success



by *Steve Kralik*

Strategic Initiatives and Marketing Coordinator, Policy and Planning Office

A simple thank you is very powerful. Business thanks its customers for their patronage as a way of doing business consistently; where government entities have traditionally not been as forthcoming with thanks.

On the opening days of trout season this year in Pennsylvania, Pennsylvania Fish & Boat Commission (PFBC) employees carrying the “thank you” message greeted anglers. This was done to show our sincere appreciation for those anglers who support fishing and conservation through their license purchase. It was also a way of reconnecting with anglers in an attempt to create positive word of mouth.

More than 100 management and line staff, along with agency law enforcement staff, visited well over 100 different Commonwealth waters and thanked Pennsylvania’s anglers for the purchase of a fishing license. Nearly 7,000 individual contacts were made, many of them resulting in anglers in return thanking Commission staff for our efforts.

Agency staff was armed with “swag bags” containing items donated from Pennsylvania businesses that also appreciate the influx of anglers throughout the year and especially during the respective trout opening days. Cabelas, Bass Pro Shops, Baker Lures/Baker Precision Fishing Tools, FishUSA and Rutter’s Farm Stores donated items that were passed on to lucky anglers throughout the day. Some 1,500 “swag bags” were put together for distribution, and an additional 2,000 single items were distributed through our days afield.

Additionally, Pennsylvania’s rich network of convenience stores and small businesses contributed free hot coffee and other beverages to anglers who displayed their fishing licenses on the two opening days.

Nearly 200 locations were made available through this outreach, and considering the cool and rainy regional opening day in the southeastern counties, the opportunity to sip a free hot beverage was appreciated by many anglers. Giant Eagle/GetGo Convenience Stores, Rutter’s Farm Stores, Pump N Pantry, Snappy’s, Redner’s Quick Shoppes, Funck’s and a myriad of other small businesses, restaurants and sporting goods stores participated.

Through this campaign, the Commission reaffirmed that we have the greatest customers; folks who are intent on having fun, conserving the resource and passing on the great tradition of fishing in Pennsylvania. We were consistently greeted by smiling faces, some fresh with the success of catching a nice trout. Others were merely smiling because they got to spend time with family or friends. Some anglers had traveled great distances to chase their quarry. Others had walked right out of their front doors to cast a line. Some were new to the experience while others had made this experience a tradition that has not been broken for decades.

Future opening days will see us on the water again thanking our license buyers and experiencing for ourselves what draws them to this sport. Anglers should expect more partnering with Pennsylvania businesses from PFBC, because we are all in this together. ☐



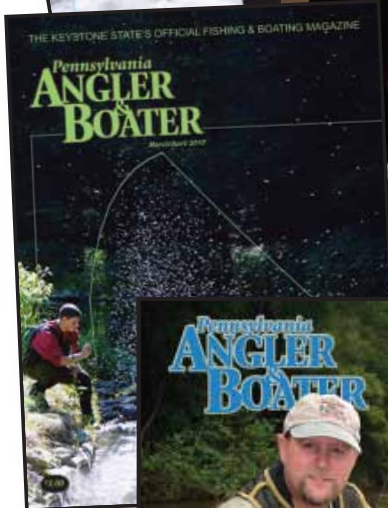
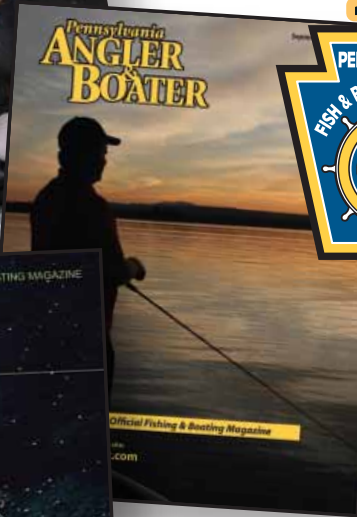
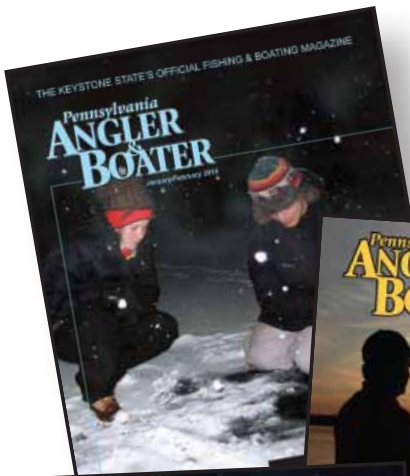
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Cowans Gap State Park, Fulton County



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